

REMARKS

Claims 1-21 remain in the present application. Claims 1, 8 and 15 are amended herein. Applicant respectfully asserts that no new matter has been added as a result of the Claim amendments. Applicant respectfully requests further examination and reconsideration of the rejections based on the amendments and arguments set forth below.

Claim Rejections – 35 U.S.C. §103

Claims 1-5, 7-12, 14-19 and 21

Claims 1-5, 7-12, 14-19 and 21 are rejected in the present Office Action under 35 U.S.C. §103(a) as being rendered obvious by United States Patent Number 6,029,141 to Bezos et al. (hereafter referred to as “Bezos”), in view of United States Patent Number 6,643,663 to Dabney et al. (hereafter referred to as “Dabney”). Applicant has reviewed the cited references and respectfully submits that the embodiments of the present invention as recited in Claims 1-5, 7-12, 14-19 and 21 are not rendered obvious by Bezos in view of Dabney for the following reasons.

Applicant respectfully directs the Examiner to independent Claim 1 that recites a method for an e-commerce storefront management user interface to enable efficient updating of the Web pages of the storefront comprising (emphasis added):

accessing a Web page out of a plurality of Web pages of an e-commerce Web site;
submitting log in information to the Web site to enable editing thereof;
invoking a web page editor having a graphical user interface for editing the Web page;
selecting an item on the Web page to modify;
editing the item on the Web page;
submitting the edited item to the Web site; and

receiving an updated version of the Web page to view and verify the edited item.

Independent Claims 8 and 15 recite limitations similar to independent Claim 1. Claims 2-5, 7, 9-12, 14, 16-19 and 21 depend from independent Claims 1, 8 and 15 and recite further limitations to the claimed invention.

Applicant respectfully asserts that Bezos fails to teach or suggest the limitations of “submitting log in information to the Web site to enable editing thereof” as recited in independent Claim 1. As recited and described in the present application, log in information is submitted to the web site to enable editing thereof.

In contrast to the claimed embodiments, Applicant understands Bezos to teach submitting application information to become an associate of a merchant's website (col. 10, lines 10-67; Figures 3a-3c). Specifically, Bezos teaches that an application form is filled out and returned to the merchant for processing and acceptance (col. 10, lines 18-37), where an approved associate then receives an email which includes a unique ID which the associate can then embed in a referral link (col. 10, lines 50-67). Bezos teaches that the referral link allows customers to link to the merchant's site and purchase products (Abstract). However, the submission of application information as taught by Bezos is very different from the submission of log in information as claimed. As such, Bezos teaches away from the claimed embodiments by teaching that application information is submitted instead of login information as claimed.

Additionally, Bezos teaches that application information is submitted to become an associate of a merchant's website, where an approved associate is notified via email (col. 10, lines 10-67). Applicant respectfully asserts that

associates of a merchant's website do not have the ability to edit the merchant's website. As such, Bezos further teaches away from the claimed embodiments by teaching that application information is submitted *to become an associate of a merchant's website* instead of *to enable editing of the web site* as claimed.

Applicant respectfully asserts that that Dabney, either alone or in combination with Bezos, fails to cure the deficiencies of Bezos discussed above. Specifically, Dabney also fails to teach or suggest the limitations of "submitting log in information to the Web site to enable editing thereof" as recited in independent Claim 1.

For these reasons, Applicant respectfully asserts that independent Claims 1 is not rendered obvious by Bezos in view of Dabney, thereby overcoming the 35 U.S.C. §103(a) rejections of record. Since independent Claims 8 and 15 recite limitations similar to independent Claim 1, independent Claims 8 and 15 also overcome the 35 U.S.C. §103(a) rejections of record. Since Claims 2-5, 7, 9-12, 14, 16-19 and 21 depend from and recite further limitations to the invention claimed in their respective independent Claims, Claims 2-5, 7, 9-12, 14, 16-19 and 21 also overcome the 35 U.S.C. §103(a) rejections of record. Therefore, Claims 1-5, 7-12, 14-19 and 21 are allowable.

Claims 6, 13 and 20

Claims 6, 13 and 20 are rejected in the present Office Action under 35 U.S.C. §103(a) as being rendered obvious by Bezos in view of Dabney, and further in view of United States Patent Number 6,785,721 to Immerman et al. (hereafter referred to as "Immerman"). Applicant has reviewed the cited references and respectfully asserts that the embodiments of the present

invention as recited in Claims 6, 13 and 20 are not rendered obvious by Bezos in view of Dabney and further in view of Immerman for the following reasons.

Applicant respectfully asserts that that Immerman, either alone or in combination with Bezos and/or Dabney, fails to cure the deficiencies of the cited Bezos/Dabney combination as discussed above. Specifically, Applicant respectfully asserts that Immerman also fails to teach or suggest the limitations of "submitting log in information to the Web site to enable editing thereof" as recited in independent Claims 1, 8 and 15. Since Claims 6, 13 and 20 depend from and recite further limitations to the invention claimed in their respective independent Claims, Claims 6, 13 and 20 also overcome the 35 U.S.C. §103(a) rejections of record. Therefore, Claims 6, 13 and 20 are allowable.

CONCLUSION

Applicant respectfully asserts that Claims 1-21 are in condition for allowance and Applicant earnestly solicits such action from the Examiner.

The Examiner is urged to contact Applicant's undersigned representative if the Examiner believes such action would expedite resolution of the present Application.

Please charge any additional fees or apply any credits to our PTO deposit account number: 23-0085.

Respectfully submitted,

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